

**SU CSR**, is an institution giving a fully comprehensive consultancy, application and training service to enable corporations to develop, implement and report a sustainable Corporate Social Responsibility Strategy.

#### *Our Mission*

To do work on the popularity, adoption, and implementation of the concept of Corporate Social Responsibility while adding measurable values to the community and to corporations, and to manage processes related to this work to the advantage of the parties concerned.

#### *Our Vision*

To follow international progress in the concept of Corporate Social Responsibility and its implementations in a way appropriate to our mission, to organize these developments implementing them in our country in a way beneficial to our society and the corporations to which we render services.

To ensure benefit to society and to the corporation for sustainable development by imparting measurable values to all parties in every service that we provide.

Causing corporate social responsibility to be adopted through principled implementations that contribute to our country's social, cultural, and environmental development and help it in developing an awareness on this issue.

#### *Our Principles*

*SU CSR has made as its motto*

*Respect for the individual and community*

*Devotion to work ethics*

*Data and document discretion*

*Honesty in the flow of information*

*Continuity relations based on customer satisfaction  
in all its endeavours.*

## **OUR SERVICES**

SU CSR is the first service company in Turkey that has been rendering services for 15 years and that is specialised in CSR. It serves corporations and institutions throughout the world in developing, managing, reporting, benchmarking, and measuring/evaluating commercial Corporate Social Responsibility strategies together with rendering services of developing, managing and reporting social projects consistent with the corporation's culture and strategy.

**Developing Csr Strategies According to Stakeholder Analysis and Results**

For effective CSR management you could start exercising CSR by analysing your stakeholders' expectations. Developing a systematic stakeholder strategy, diligently planned stakeholder participation carries corporations to a different level in all their effective cooperation and corporate affairs. developing policies regarding stakeholder participation, being one of the major fields that CSR covers, is, especially for this reason, an effective policy of crisis management and protecting corporate reputation.

### *Corporate Social Responsibility Communication*

Sharing their social and environmental performances with the community in an open and honest manner is very important for corporations and institutions that strive to earn their stakeholders' trust and to create an accountable/responsible impression. For many companies the way to this aim passes through CSR or Sustainability Reporting. Many companies in the world seek ways of realising their internal company communication with the aid of CSR. Under such circumstances the employees too fulfill their part in raising the corporations' CSR performance, they adapt with greater ease to policies on this matter, they report situations concerning corruption immediately and grasping the importance of acting in accordance with the expectations of stakeholders, they support the corporation's strategy.

### *Benchmarking Reports and Corporate Social Responsibility*

Benchmarking reports help you in determining where you stand by comparing your current performance with that of your competitors. With this method you can also obtain detailed information on the best implementations and what you can do to achieve that point. In short, the benchmarking method is the most comprehensive method in finding out the best ways for improvement.

### *Developing, Managing, Implementing and Reporting Social Projects*

CSR strategies determined in accordance with the corporate culture and social projects prepared with regard to these strategies, as well as serving corporation reputation and marketing strategies, can produce results with regard to stakeholder contribution to CSR that can be evaluated and measured properly. The expectations of society from the corporation should be kept in view while determining the strategy of social projects. You cannot estimate where you are heading or what you want to achieve in projects whose goals have not been properly determined. With correct strategies, social projects whose goals have been determined also means directing your resources into the right channels. Making use of resources correctly is the responsibility of corporations not only towards society but also towards their other stakeholders. For this reason, good planning is required and accurate strategies should be developed with specialist help.

## Our CSR Description

In the 21st century, with the development of justice and honesty- focused market-places, work process and practice, ethics has started to come into demand. In 1980's and 1990's, importance given to professional ethics and its adoption by large-scale companies increased remarkably.

At the present day, this notion is being inserted into business processes with titles such as corporate responsibility, corporate social responsibility, and corporate citizenship. Among several definitions made for CSR; that of European Commission's explains CSR as the voluntary integration of companies' social and environmental impacts into their business strategy and stakeholder relations. England-based think-tank organization AccountAbility describes CSR as the re-definition and negotiation of business accountability.

Our CSR definition is companies' sharing of their social, environmental, economic and ethical responsibilities within their impact area with their stakeholders while considering transparency and accountability principles.

## Our Understanding of CSR

CSR is a management model which offers solutions for the overlapping of corporate values and attitudes with stakeholder expectations and needs. It is the foundation not only for accomplishing a mission for the planet and social environment, but also for increasing the advantage of competing. CSR refers to managing social, environmental and economic impacts of business practices in order to maximize total utility and minimize risks. It is an instrument that focuses on the fulfillment of company's priorities and stakeholder's expectations. CSR is the most effective way for the empowerment of sustainability as well as a transparent and accountable communication with stakeholders.

With its easy-to-understand and implement methodology, company-specific services and holistic CSR approach, SuCSR has been supporting companies which target embracing CSR as a business approach, sustainable growth, efficiency and profitability. Our most important goal is to produce comprehensive solutions that can turn social, environmental, ethical and economic difficulties that our customers face into opportunities, and to provide them with the achievement of sustainable success.

Su CSR embraces corporate social responsibility not only as its work area but also as its corporate principle. Our relations within the company and with our stakeholders are coherent to the fact of being a company that provides extensive CSR consultancy to others. We aim to respond the expectations and needs of companies with our services, right along with to support them be transparent and accountable in order to increase the quality of life of companies and their stakeholders, as well as to orient them to the efficient usage of resources and to contribute to sustainable development.

## OUR STAKEHOLDERS

### *Stakeholder Engagement*

Our stakeholders are all individuals, institutions and corporations that affect and are affected by our activities. CSR is a developing business field in Turkey and as being the leading company in this field, stakeholder engagement is a material issue for us. Our goal is to improve the knowledge of all our stake holders about CSR, create awareness and to support all activities performed in order to develop and to expand the practices in this field.

It is very important for us to receive feedback from our stakeholders about our first CSR report. Our stakeholders' expectations and suggestions would guide us for all decisions we will make and related practices.

Stakeholders	Communication Methods	Communication Goals
Employees	Internal communication meetings, open door application, employee surveys, intercompany trainings	Having and improving qualified work force. Capacitating them with professional training.
Clients	Trainings, publications, regular visits, summits, informing, our website	Improving our communication methods in order to have mutual benefit and maintain sustainability.
Business Partners	Meetings, providing information, visits, publications, our website.	Improving dialogue and creating a constant business partnership concept, building new platforms in order to add new actors to CSR field which is flourishing in Turkey.
NGOs	Summits, publications, our website, application partnerships, providing information	Building more partnership about CSR applications and improving activities on social issues.
Supplier	Providing information meetings	Improving business processes which supply mutual benefit.
International Organizations	Cooperation, providing information, our website	Maintaining cooperation by creating mutual benefit and contributing the development of the sector.
CSR Enterprise	Our Website, informing, participation to the related activities.	Being participants to the activities and increasing participation of our customers.
Universities	Cooperation, meetings, informing, visits, publications, our website.	In collaboration with universities and academia, developing the business field and cooperating on effective platforms, contributing to the development of specialization programs in CSR field.
Public Institutions	Providing information for sectoral developments, compliance to the law and regulations.	Creating communication and information platforms, building partnerships to develop CSR applications in public institutions field, and cooperating to create frame work.
Society	Website, media news, activities for raising awareness	Mentorship to increase CSR performance at public institutions and private sector, increasing social benefit and supporting creation of added value.

## EMPLOYEES

### *Employees; How Do We Work?*

In accordance with Su CSR's corporate culture and principles, its primary stakeholders are employees. We have implemented every practice for this area of expertise and for our business with our employees' know-how and labor. Consequently, our employees are our stakeholders of primary role in the value we create.

Through open-door application, all employees can easily contact senior management. During intracompany meetings which are held regularly every week and also upon the demand of employees, critics and suggestions are evaluated, related ameliorations are planned and implemented in accordance with company's structure and corporate culture.

Our goal is to increase motivation and efficiency inside the work place, to facilitate the business flow by sharing information and constructive orientation and thus providing our customers with the best service.

Our company supports all personnel's rights of membership in trade unions in order to protect individual and common interests and avoids discrimination on this issue. Our company is against any kind of forced labor and drudgery and therefore engages itself with the commitment of maintaining this policy.

As a CSR consultancy company which makes efforts to raise awareness, Su CSR and its partners and individuals in Su CSR are against usage of child labor and any kind of inhuman work. We are committed to not working with any suppliers and subcontractors who exert that kind of abuses.

### *Trainings*

As the service we provide requires an international know-how, our employees have the opportunity to observe CSR-related developments by going abroad. Our specialists also become certified with trainings they receive in order to provide our customers with the best service. We do our best to organize trainings not only on business-related issues but also on topics that will be helpful to us in our professional and individual lives. We aim to improve our employees' knowledge on essential issues needed in work life.

Each of Su CSR employees individually follows legal, professional and ethical standards and they apply these responsibilities into every step of their work.

Su CSR ensures a comfortable and safe work place for its employees. Our open office settlement helps our employees support each other, share, build good relationships, and thus, maintain the team spirit.

### *Recruitment Process*

Considering Su CSR's corporate structure and the area of expertise in which it provides service, the developing state of CSR and the lack of competent specialists is a fundamental problem. As the first CSR consultancy company in Turkey, Su CSR keeps its mission to qualify its employees as experts. Applicants who want to work for Su CSR can transmit their applications through [info@sucsr.com](mailto:info@sucsr.com) e-mail address or through the career web sites we work with.

Su CSR desires to co-opt young and qualified human resource. It provides internship opportunities to eager young people.

Vacant positions we advertise for during the recruitment process are open to anybody and our procedures are applied equally to all applicants. We employ qualified individuals without discrimination based on age, religion, gender, nationality, race, or any kind of qualification which could be considered as discrimination when evaluated. For recent employees, we arrange orientation and meeting programs based upon the needs of their position. Orientation process is diffused throughout a long time for reasons such as the limited number of employees we have, relations that develop in accordance with corporate values and the intellectual side of expertise.

#### *Performance Evaluation*

Performance evaluation is considered in two different fields according to corporate values and structuring. The necessary systems for performance evaluation consist of integration into the processes that the company develops and the way of doing business generates, performance goals and consequences that result from the structuring, trainings offered to employees due to relatively new area of business we have, as well as self-development and self-training.

#### *Occupational Health and Safety*

We take precautions in order to protect employees and personal belongings. Because our work requires intellectual activity, our employees research, read or write whole day which can cause health problems. Thus, we consider new technologies and office equipment as solutions to these problems. We do not have any employees who have got sick because of occupational accidents or illnesses.

### **Information and Document Confidentiality**

Principle of information and document confidentiality, which is a corporate principle for Su CSR, is equally valid for all our stakeholders. Our clients' all confidential information and documents are known and protected only by authorized employees. Prior to the business contract with our clients and/or business partners, we sign a confidentiality agreement in order to legally secure the both parties. Our employees have taken the necessary training about confidential information and documents from the professionals of this issue.

No complaints were received about breaching information and document privacy during reporting period.

Our aim is avoiding any possible complication by signing a confidentiality agreement with each of our employees.

Our Area of Expertise

Our Material Issues



## DEFINING CORPORATE SOCIAL RESPONSIBILITY CORRECTLY

CSR, which differs from philanthropy, donation or sponsorship, is a voluntarism-based business model that includes companies' transparent and accountable sharing with all their stakeholders of their performance related to social, environmental, economic, and ethical responsibilities leading companies to improve their performance in the area of social, environmental, economic based on transparency and accountability.

CSR is perceived as a concept that overlaps with philanthropic tradition in our country. Philanthropy is a concept that fosters CSR; however it remains weak and out-of-date as CSR rapidly develops, differentiates, and turns into more corporate implementations.

The main point where philanthropy and CSR differentiate is that, philanthropy is a covertly applied tradition whereas CSR stands upon companies' sharing of their extra-financial activities with all stakeholders throughout the principle of transparency. Difference between these two notions is the main source of conceptual confusion.

Accretion in socially responsible investments, awareness of conscious consumers, increasing need for risk control on social and environmental issues, development of ethical products and services, opportunity that CSR offers for innovations, as well as legal regulations make CSR a driving force.

### *What CSR is not?*

Practices that do not individually or corporately focus on issues about social impact areas or stakeholder expectations, that do not cover a precise and manageable process, that is not sustainable, that is not adopted by all employees and management of the company, that does not include engagement, that is not measurable and the most important of all, that can not create value and benefit can not be considered in the area of CSR.

SuCSR tries to define CSR correctly at every meeting (clientele/sectoral), job interviews, office talks, news in the press, and activities we implement as a corporation we have all negotiation.

SuCSR's goal is to take place in all activities about CSR in our country in order to present more information to our primary stakeholders about it. Explaining CSR and its implementations through more interviews, media announcements and television programs as well as supporting NGOs working in our field are our primary goals in order to continue raising visibility and awareness within the print and visual media.

### *Strengthening the Concept of CSR throughout Trainings*

The goal that SuCSR seeks with its trainings is to assure that participants adopt CSR as a business value, to create an environment where they can develop methods to improve CSR applications suitable with their corporate culture, and to support them be aware of developments and implementations over the world.

Creating Awareness about CSR, Providing Market Place Development, Improving CSR Business Area with all Stakeholders

At the present day, companies are in need for evaluating their brands by re-identifying their goals through ethical facts, which can be well exemplified with BP's "Beyond Petroleum" practice.

Globalization and market force show that companies should be in an adaptation process in order to sustain their development. They now need new expansions to achieve growth and potential benefit. Incompatibilities with legal regulations, taxes, environmental limitations, standards for employee rights cause companies spend millions of dollars.

In case where companies cannot predict possible risks; any problems they face with their business partners, suppliers, and other stakeholders would directly affect the reputation of their brand. In this process, CSR appears as the best supporter and risk-preventive tool. Beyond these, as CSR assures decreasing operational costs, ameliorating relations with stakeholders, and settling business activities compatible with legal and local regulations; it is being used as a business argument for issues such as differentiation in business market, foresight of risk, and risk management.

"The triple bottom line" concept, which consists of "people-planet-profit" elements, presents that social, environmental and economic issues compose an ensemble for all business processes when considered from a CSR-oriented aspect. In today's world not only financial values, but also social and environmental values are crucial. Efficient usage of resources and decreasing environmental effects also provide corporate durability. Companies that have a certain level of awareness and that manage their impacts apply CSR within their strategic business plans through various implementations. CSR is a business model that provides not only efficient resource usage but also responses to stakeholder expectations and priorities, prevention of crises, as well as sustainable competition advantage within the global market. SuCSR works on the fortification of CSR awareness, which is essential for international competition of private sector establishments in our country. We have to improve our charity tradition accordingly with changing and developing world order. We have to announce, be a role-model, compete, and be the companies of a country which has a sustainable economy with sustainable resources. We try to take every step from a CSR perspective and create consciousness. We will continue to work with the same work competence, consciousness, and eagerness. Our cost-free Thematic CSR Summits and CSR Magazine are among our most significant awareness work.

## FREE THEMATIC CSR SUMMITS

Our CSR Summits' goal is to lead to raising awareness through strategic methods of CSR, in order to contribute to the development of not only NGOs, academia, private sector as well as their employees and stakeholders, but also of the world we live in. Through these meetings which bring us together on different agendas, we provide that institutions, organizations and corporations that are corporately responsible share their ongoing policies, implementations, and future plans on related issues with the society. Thus we started an initiative in March 2007 in order to bring business world together and raise awareness on CSR issues, a vital element of our mission, which we named as "Thematic CSR Summits". Our goal was neither analyzing the question we focus on, nor going through details with a scientific approach, but to



observe what we can do in terms of CSR, as well as our missions and impact areas. Therefore we invited experts from NGOs and academia along with those from private sector for being spokespersons in order to emphasize CSR is an area of expertise. Free CSR Summits, open or corporate trainings we offer only in exchange with trainer's compensation and training materials' cost, corporate meetings are all implemented with a consciousness for raising awareness, and without commercial concerns.

### Thematic CSR Summit Meetings We Held

#### *CSR Meeting for Global Warming / March 2007*

It is aimed that business world shares its responsibility about global warming with society and it is realized in collaboration with Referans Newspaper and Turkish Daily News.

Participants: WWF Turkey, ITU Civil Engineering Faculty Department of Ecological Engineering, HSBC Volunteers, KAL-DER, TNT, TEMA Foundation, REC Turkey.

#### *CSR Meetings for Orphan Children / April 2007*

Considering the saying "Civilized nations have to keep up with the help of corporations which guarantee children's future and supply their needs" as our motive, we negotiated orphan children's problems.

Participants: Turkish Foundation for Children in Need of Protection, UNICEF, Marmara University, HSBC Volunteers, Citibank.

#### *CSR Meeting for Water Resources / May 2007*

Decreasing water resources due to global warming and climate change, and solutions generated in order to provide an effective usage of these resources were the agenda of this summit.

Participants: Water Foundation, WWF, World Water Forum, P&G, Thames Water

#### *CSR Meeting for Disabled People / June 2007*

In this fourth Thematic CSR Summit of ours, supplying a more comfortable life and welfare to disabled people, things to be done in order to provide them a stronger position within the society, as well as private sector's responsibility on this issue were discussed.

Participants: Merck&Dohme Drug Industry, Çelebi Air Service, TESYEV, TÜRGÜK, Element Counseling, Tempo Magazine.

#### *CSR Meeting for Human Rights / April 2008*

In accordance with the 60th anniversary of Universal Declaration of Human Rights, Human Rights were analyzed throughout CSR aspects.

Participants: Amnesty International Turkey, Istanbul Bilgi University Department of Law, Boyut Publishing Group, Hürriyet Journal.

For details about Thematic CSR Summits, you may visit:

<http://www.suscr.com/hizmetlerimiz/tematik-kss-zirveleri/>

## CSR MAGAZINE

CSR Magazine aims to tell objectively CSR developments in Turkey and in the world to corporations, local governments, universities and NGOs. CSR Magazine, which is published every two months, is delivered free of charge to 2500 senior managers from different companies.

CSR Magazine's topics are CSR practice, developments of CSR over the world, information about NGOs, points of view of related professionals and important CSR activities.

For CSR Magazine's pdf versions, you may visit:

<http://www.sucsr.com/kurumsal-sosyal-sorumluluk/bulten.php>

*Providing, managing and sustaining a CSR service on international standards to our customers*

We collaborate with different public and civil corporations as being the only CSR counseling company in Turkey. We try to negotiate with UNGC, KAL-DER, and TKYD. CSR reports that we prepare are compatible with GRI, UNGC, AA1000AS, EFQM standards as well as sectoral and corporate frames. Internationally valid AA1000SES standard of which positive effects are proven and the goal is to adapt corporate activities in accordance with stakeholder expectations, as well as to implement stakeholder engagement into practice processes suitably with corporate conditions and targets. CSR is being continuously developed and improved in the world, especially in Europe. Global companies work to be leaders by adding new activities in the field of CSR. Most of the companies in Turkey are compared with their competitors not only in terms of endorsements but also their performance on social, environmental, economical and ethical responsibilities. Our target is to extend these applications all over Turkey and to enlarge CSR applications by using international reporting frames while reporting corporate performances. In order to develop our CSR extent, we aim to continue international collaboration.

*Contributing to Sustainable Development*

As a company that gives extensive service in CSR field, we supply awareness on sustainability in corporations, we provide employment to render service in the sector; we believe that we directly and indirectly contribute to sustainable development. Millennium development goals which are announced by United Nations must be the focus point for all private sector corporations and institutions, as well as governmental strategy. Taking individuals as a start point, UN aims to extend these principles to whole society. Private sector corporations and institutions hold the most important power for these goals. Companies should adopt these development targets and integrate them into their social, economical, environmental and ethical responsibility implementations and business processes. CSR requires companies to be transparent to their stakeholders in their primary impact areas, accountable, stakeholder-oriented, and accountable.

By analyzing companies' material issues, SuCSR contributes to their process of implementation of necessary means. Our goal is to support the development of practices

while focusing on material issues and expectations within their impact area. More than an activity, CSR applications are a business process based on stakeholder engagement, material issues and impact areas.

However the perception created upon companies usually makes them consider it as a negative impression to deal with a serious social issue. In order to benefits from sustainability, private sector must provide the sustainability of developing societies and resources, starting with individuals, and focus on social problems within its impact area by using the power it has.

SuCSR's aim is to support companies to apply social, environmental, economical and ethical responsibilities to their activities according to international standards and to transparently share their performance with their stakeholders.

## ENVIRONMENT

All institutions have important roles on environmental effects. Minimizing environmental effects must be one of the primary responsibilities of every company.

Our environmental effects are not on the high level through our business field. Our goal is to decrease our environmental effects through methods such as recycling or re-using.

## ENERGY, WATER AND PAPER

*In order to decrease the level of energy consuming;*

- Office equipments which are often used are on stand-by mode, whereas less used ones are shut down.
- We use eco-lamps and take the advantage of sunshine as much as we can.
- We use environment-friendly air conditions for a limited time.

*In Order to Reduce Water Consumption*

Because we work in the field of service sector, we do not have many effects on national resources. Thus, our water consumption is at a low level.

Water is generally used for fundamental needs in bathrooms, kitchen and cleaning. We do not use wetlands, lakes, rivers, underground water, rain-water or waste water refined by different companies. In Turkey, domestic water is supplied by affiliates corporate by municipalities. We also use this water. However, as this is not drinking water, drinking water controlled upon health conditions is supplied by private companies.

In order to arouse attention to consuming water, we make reminding calls and put up posters on the walls where water consuming level is high, for leading people about water consumption.

*In Order to Reduce Paper Consumption*

We use many methods of saving with our employees in order to minimize our level of paper consumption. We use reusable papers, printouts on both sides of papers, and promote electronic mailings. We add warning information that reminds our responsibility towards environment on the signature part our e-mails.

## WASTE MANAGEMENT

We use recycle boxes for solid wastes such as paper, plastic, cartridge and packets. In order to reuse derided or broken down equipments, we mend them. Domestic solid wastes are collected by municipalities in certain day and time. We use drinking water within domestic usage for animals and plants.

## TRANSPORTATION

In order to compensate CO<sub>2</sub> emissions caused by our business trips we take to maintain our communication with our clients, suppliers and other collaborators, we use online systems or teleconference with the participation of all our employees. Thus, we can minimize CO<sub>2</sub> emitted during trips in air or land. We use company's vehicle only for emergencies. Most of our employees use public transportation. Employees who have cars plan a route to take the other employees from their home in order to contribute to reducing of CO<sub>2</sub> emission.

We do not have statistic information that summarizes reduced emission amounts following saving methods we use. Preparing a report about reducing emission level by using these methods is our next goal.

In the period between 2007 and 2008, we have not had any punishments resulting from environmental issues. Also, we do not have any activities in regions that can affect biological diversity.

## ANTICORRUPTION

Our company is against bribery, racketing, robbery etc. which are one of the principles of Global Compact. We refuse any attitude which is not initiated with honesty and ethics.